



# CRUISE

WEEKLY

*delivered daily!*



cruiseweekly.com.au  
cruiseweekly.co.nz  
Wednesday 5th Mar 2025

## Cruise Weekly today

Cruise Weekly today features three pages of all the latest cruise industry news.

## RCL 'Perfecta' goal

ROYAL Caribbean Int'l has set two major financial targets for shareholders as it embarks on its next phase of growth.

The 'Perfecta Program' aims to establish a 20% compound annual growth rate in Adjusted Earnings per Share compared to 2024, with a Return on Invested Capital rate near 20%.

Royal Caribbean Group CEO Jason Liberty said targets will be achieved through moderate capacity growth, moderate yield growth, strong cost control and strategic investing.

The Perfecta Program builds on the success of its preceding Trifecta Program, which concluded last year with goals achieved 18 months early.

## NCL adds air for agents

**NORWEGIAN** Cruise Line is preparing to launch its NCL Air airfare booking service into Australia and New Zealand to help agents link and package flights and cruise in one booking.

The service has been a long-time coming to Australia, with NCL Air first launched in the USA in 2012 and expanded to the UK and Europe in 2020, with flight bookings powered by Amadeus.

NCL Air provides real-time access to flight pricing from cities across both countries to different cruise ports worldwide, along with the ability for agents to pre-book port transfers and pre/post-cruise hotel nights.

In addition to offering competitive airfares with leading global carriers, NCL Air allows agents to earn commission on the entire air and cruise package.

NCL Air is also backed by a 24/7 air support team, which the line



says will provide peace of mind to agents and their clients knowing they can be assisted anytime.

To showcase the new NCL Air tool, Norwegian Cruise Line Business Development Managers Brad Hanna and Sam Morgan are hosting a webinar training session on 18 Mar at 10:30am AEDT.

Agents can register for the session by **CLICKING HERE**.

## Princess' new VP

**MATTHEW** Rutherford has been named by Princess Cruises as its new VP for Asia Pacific (**CW** breaking news).

Full story in tomorrow's **CW**.



On location on board  
*Celestyal Journey*

Today's issue of **CW** is coming to you from on board **Celestyal Cruises' newest ship Celestyal Journey**.

**CELESTYAL Journey** is arriving in Oman today, docking at the town of Khasab, dubbed the 'Norway of Arabia' due to its extensive fjord-like inlets and desolate mountainscapes.

These geographic features will be key to our visit to Oman, with a cruise along one of the region's longest fjords in a traditional dhow.

Those looking for an even more immersive visit to the destination can join a full-day land and sea tour, which also takes in some of the Portuguese history of Oman.



ARRIVING SOON

# NCL AIR

Cruise | Flights | Transfers



## Register for NCL's Upcoming Webinar

### Tuesday, 18 March

### 10:30 AM (AEDT)

REGISTER NOW

experience  
**MORE**  
at sea™



## Savour with HAL

**HOLLAND** America Line (HAL) has unveiled its new global brand campaign, with the tagline ‘Savour the journey: Experiences with us are too good to hurry through’.

Designed to honour the cruise line’s 150-year history while poising the brand for future growth, the updated positioning is based on research that captured the behaviours and interests of its core and growth segments.

“We have always believed that the journey is just as important as the destination, and that is what Savour the Journey embodies,” said Kacy Cole, Chief Marketing Officer.

“Experiences with us are too good to hurry through’ encapsulates our genuine hospitality, world-class on-board product, cuisine that goes beyond the plate, and leadership in the art of leisurely travel.”

**MEANWHILE**, HAL has enhanced its onboard options featuring fresh ingredients, with an Italian-inspired menu of pasta dishes, along with a made-to-order pizza with freshly baked crust.

The cruise line has also teamed up with Sur La Table again to offer cooking classes at the kitchenware company’s locations across the US, with participants to learn how to make ravioli from scratch.

## HAL unmoved by taxes

**EXCLUSIVE**

**HOLLAND** America Line (HAL) said it is unconcerned by efforts in Alaska to regulate against cruising by imposing passenger caps or taxes on travellers.

Speaking to *Cruise Weekly*, Holland America Line’s visiting Senior Vice President of North American and Australian Sales, Rob Coleman (**pictured**), said HAL’s history in Alaska, dating back to 1947, has allowed it to build longstanding relationships with every level of government.

“Those things come up, and there are talks about what can be done on days when there are so many ships in, [but] it really hasn’t been anything that has shifted our strategy or changed our commitment to Alaska.

“A lot of brands are seeing Alaska as a desirable destination to throw themselves into, brands that focus on more warm weather cruising, but I believe that Holland America Line stands apart because we really do have the most authentic Alaska experience,” Coleman added.

A growing number of Alaskan ports are seeing value in generating additional revenue from cruise ship passengers to fund port operations and environmental initiatives.

This is being done through per-person fees levied through cruise lines via fares or by higher taxes charged directly by retailers, tour operators and local businesses.



“I won’t opine on what the townspeople who support our ships may feel at any given moment, but I do know that if you really assess it - large ship, medium ship, small ship - we’re all contributing to the local economy, and we are helping a lot of Alaska merchants and vendors,” Coleman said.

Holland America Line is seeing great success in Australia, Coleman added, describing the local market as “robust”, with sourcing significantly outpacing what it expected.

Highly popular with Australians are the longer Grand Voyages and Legendary Voyages, which bridge a gap between traditional sailings and world cruises.

The line has a Legendary Voyage scheduled for 15 Nov 2026 that will undertake a circumnavigation of Australia (**CW** 09 Jan), while another will depart from Singapore, venture into Micronesia and include scenic cruising in the Great Barrier Reef.

Two other longer Grand Voyages are scheduled to call in multiple Australian ports as part of world cruise itineraries. *ML*

## New Tauck names

**TAUCK** has offered a first look at its two new ships that will join its fleet next year (**CW** 24 Oct 2024), revealing the names and artist renderings.

The new vessels will be the *MS Serene*, sailing itineraries along the River Seine in France, and the *MS Lumiere*, which will also operate in France and along the Rhone.

The names for the new ships were selected from more than 1,000 suggestions submitted by Tauck’s travel advisors, guests and employees.

Tauck has also released the first renderings, with four detailed images showing the ships’ full exterior and more.

## A-Rosa opens 2026

**BOOKINGS** are now open for A-Rosa’s 2026 season, which will see the line deploy its fleet of 15 ships on more than 60 itineraries in the Rhine/Main/Moselle, Danube, Seine, Rhone/Saone and Douro cruise regions.

The collection will focus on ‘relaxed cruising’, with more than double the number of departures on the night-night ‘Danube Panorama’ sailing.

Additionally, by popular demand, the ports of Melk and Durnstein have been included in a number of Danube itineraries with a stay of at least five hours - more **HERE**.

# HOME EX LAUNCHING SOON

LIVE 10 MARCH • 6 MONTHS ON-DEMAND ACCESS

# HOME EX

HOME AGENT  
VIRTUAL  
EXPERIENCE

REGISTER FREE





**TRADITIONS** are important in cruising and to Holland America Line's SVP Sales, Rob Coleman, they are unshakeable.

Speaking prior to dinner with trade partners in Sydney last night, Coleman opened up about some of his most deeply held personal traditions and opened his family photo album.

Coleman said he was into his 26th year with Holland America Line, beginning in an entry level role in the sales department he never left, but a photo proved his link to HAL went back further, sailing with the line as a child in 1975.

Another shared photo showed his mother sailing with HAL even further back, in 1952.

A slightly more curious tradition involves breakfast in the Coleman household, with guests served a morning meal of steak and caesar salad.

Coleman said the origins of this curious meal likely came from a long night by his aunts, uncles and grandparents assembling "way too many" presents and consuming "way too many martinis and Manhattans" by 8am leading to the rather unorthodox meal.



## Celestyal tweaks Arab cruises

**CELESTYAL** Cruises is refining its 'Iconic Arabia' sailings for next year, following a successful first Arabian Gulf season (**CW** 28 Feb).

The three- and four-night sailings on board *Celestyal Discovery* will now feature additional stops in Dubai, Abu Dhabi and Doha, while Ras Al Khaimah in the UAE will also be introduced as a new port of call.

The new cruises are three-night long weekend sailings departing on Fri and sailing round-trip from Abu Dhabi to Dubai and Sir Bani Yas Island.

There is also an 'Iconic Arabia' cruise departing on a Mon and sailing round-trip from Abu Dhabi, calling at Doha, Dubai, Ras Al Khaimah, and Khasab in Oman.

Celestyal Cruises' Chief Commercial Officer Lee Haslett said discovering more off-the-beaten-track ports is key to its guests' satisfaction, leading to the introduction of Ras Al Khaimah on its Arabian cruises.

"We strive to deliver unmissable experiences, and in doing so constantly listen to our guests,



and travel agent community.

"Following a hugely successful first season in the Arabian Gulf, we learnt more about what our guests and partners would like to see and are excited to announce these changes based on their feedback," he added.

"Since launching our winter season Arabian Gulf itineraries, we've been thrilled by the positive response and the growing interest from both repeat and new-to-cruise customers in exploring this spectacular region."

*Discovery* will commence her inaugural Arabian Gulf season on 12 Dec, joining her fleetmate, *Celestyal Journey*, which is concluding her inaugural program in the region (**CW** yesterday). *MS*




**On Board: *Celestyal Journey***

### Smoked Olive

Mediterranean cuisine is given a contemporary twist at Smoked Olive on *Celestyal Journey* and is a popular spot to enjoy breakfast, lunch, and dinner.

The restaurant serves a range of pizzas, pasta, risottos, and salads, as well as breakfast favourites such as French toast, pancakes, fresh fruits, and Greek yoghurt.



### The host with the most

IT WAS fantastic to welcome the ACA Board to my hometown of Hobart last month.

As part of our ongoing education efforts on cruise ship ESG (environmental, social, and governance), we partnered with Princess Cruises to host 20 key stakeholders from state and local government, along with industry representatives on *Royal Princess*.

A highlight of this experience was an insightful discussion with the ship's sustainability officer, a trained engineer, who shared the latest technological advancements being implemented on modern cruise ships - innovations which are driving significant reductions in waste and emissions and reinforcing the cruise sector's commitment to sustainability.

Adding to the occasion, we celebrated a major milestone - Hobart welcoming its 1.5 millionth cruise passenger.

The Port of Hobart's prime location at the heart of the harbour city plays a key role in enhancing the visitor experience.

Hobart's strong appeal as a cruise destination is helping drive increased port and anchorage calls to Port Arthur, Coles Bay, Beauty Point, and Burnie - spreading the economic benefits of cruise tourism throughout the state.

Continuing the Tassie theme, we're delighted to welcome Bonorong Wildlife Sanctuary as a new ACA member.

More than a beloved attraction, Bonorong is also dedicated to the rescue, rehabilitation and preservation of native wildlife, and further enhances the region's visitor offering.